

2016 MEDIA GUIDE



PRINT



WEB



E•NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

MPA MEDIA

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QUICK LINKS

CIRCULATION LINK: <http://www.mpamedia.com/circulation>

ARC LINK: <http://mailinglists.mpamedia.com>

About MPA Media

The leading media company focused on natural healthcare, MPA Media is the authoritative source for news and information tailored to the Chiropractic, Acupuncture and Massage professions. Through a wide array of our editorial titles, products and services, your company can effectively market to unmatched audiences of practitioners and suppliers, as well as consumers.

MPA Media's total market coverage of the industry helps you maximize your advertising dollars with access to a U.S. and Canadian network of 200,000 natural healthcare professionals. Online, our comprehensive suite of digital marketing products reaches more than 1 million unique individuals monthly.

Our readers are well-educated, influential buyers in their professions and households that look to MPA Media to provide them with the information they need to make important purchasing decisions.

CHIROPRACTIC

Dynamic Chiropractic™

DC PRACTICE
Insights

Dynamic Chiropractic
Canada

MASSAGE

Massage Today

ACUPUNCTURE

ACUPUNCTURE
Today

CONSUMER WELLNESS

to your
Health™

From the President



As you read MPA Media's publications, you will see a common thread: reliable information that natural healthcare practitioners can use to improve the care they provide their patients. This is our mission. This is why we publish these business journals.

In electronic form, the mission of improving health care is carried out through our e-newsletters, tailored to each profession. In the consumer market, our e-newsletters reach hundreds of thousands of individuals. Combined with the number of unique visits to our Web sites, we are reaching almost 1 million consumers with information they need to better understand health care choices they may not be aware of.

MPA Media is more than just news and information. It is a team of dedicated people informing the world about the services, products and procedures offered by healthcare professionals willing to think and practice outside the traditional medical box.

We invite you to see how our strengths, combined with your products and services, can better serve hundreds of thousands of health care practitioners and the tens of millions of patients they serve.

Don Petersen
President and Publisher, MPA Media

To Your Health Newsletters

These subscription-based free e-newsletters deliver summaries of articles on health and wellness topics that can positively impact the reader's quality of life. All summaries link to the complete articles at ToYourHealth.com.

This information-rich, targeted e-newsletter is the ideal platform to share information about your products or services with a targeted audience.

to your Health
NOT A SUBSCRIBER? | FORWARD TO A FRIEND | VISIT TO YOUR HEALTH | UNSUBSCRIBE | UPDATE E-MAIL ADDRESS
October 7, 2014 - Volume 8, Issue 20

FEATURED
The Science of Sports Drinks
 Water provides the necessary hydration during exercise, but it lacks the key nutrients to aid in performance and recovery. An extensive review of various literature shows that the "best" sports drink should contain carbohydrates, electrolytes and numerous other ingredients. Let's review the key components of an efficient sports drink and how some of the popular brands stack up.
[Read More >](#)

POPULAR

- Men's Nutrition - Important at Any Age
- Healthy Workouts - Five Strength-Training Tips for Women
- Brain Health - Alzheimer's, Cholesterol and Vitamin E
- The Stress Epidemic - America's Greatest Headache

MEDIUM RECTANGLE
 300 x 250

LEADERBOARD BANNER #1
 468 x 60

HEALTH NEWS

consumer safety

Rethinking GMO: Less Panic, More Context
 Modification of specific genes has a tremendous upside and a potentially dangerous downside. However, mankind has been modifying genes in crops (and animals) for thousands of years, so living with the potential for a negative outcome is nothing new. That being said, the small percentage of the public who fear GMO in a disproportionate manner may be contributing to an almost comical situation.
[Read More >](#)

exercise

Don't Walk the Plank: 5 Challenging Variations
 Pirates used to make their victims "walk the plank" either for self-amusement or as a form of psychological torture. These days, the word plank has an entirely different meaning as a core-strengthening exercise. Trouble is, too many people only do the basic plank. That's as outdated as the pirate-mandated plank walk. Here are five great—and challenging—variations of the standard plank.
[Read More >](#)

wellness

Three Ways You Can Improve Your Sleep
 Sleep is essential to your body's repair and restoration. After all, if you don't sleep (or don't sleep well), your body starts to feel unhealthy and chaotic; worse yet, you can really get yourself ill. But sleep is a complicated thing; there are so many factors that can make it good—or make it bad. One of the most important things about sleep is that you have to establish good habits. Here's how.
[Read More >](#)

LEADERBOARD BANNER #2
 468 x 60

DID YOU KNOW?

nutrition

How to Get More Protein in Your Diet
 Protein is essential to a healthy diet. Unfortunately, most people don't consume enough protein on a daily basis. Incorporating more protein into your diet can help you eat less processed, starchy foods and improve your health. Here how to get started.
[Read More >](#)

supplements

Vitamin D for Fibromyalgia
 Fibromyalgia is a condition that can cause persistent pain, fatigue, loss of sleep and depression, among other symptoms. Fortunately, research suggests vitamin D is an essential nutrient that can help fight fibromyalgia. Learn more about the power of vitamin D.
[Read More >](#)

LEADERBOARD BANNER #3
 468 x 60

SCHEDULE



TO YOUR HEALTH E-NEWSLETTER DATES

| Issue date | Space Closing | Issue date | Space Closing |
|-------------------|-------------------|--------------------|--------------------|
| January 5, 2016 | December 22, 2015 | July 5, 2016 | June 21, 2016 |
| January 19, 2016 | January 5, 2016 | July 19, 2016 | July 5, 2016 |
| February 2, 2016 | January 19, 2016 | August 2, 2016 | July 19, 2016 |
| February 16, 2016 | February 2, 2016 | August 16, 2016 | August 2, 2016 |
| March 1, 2016 | February 16, 2016 | August 30, 2016 | August 16, 2016 |
| March 15, 2016 | March 1, 2016 | September 13, 2016 | August 30, 2016 |
| March 29, 2016 | March 15, 2016 | September 27, 2016 | September 13, 2016 |
| April 12, 2016 | March 29, 2016 | October 11, 2016 | September 27, 2016 |
| April 26, 2016 | April 12, 2016 | October 25, 2016 | October 11, 2016 |
| May 10, 2016 | April 26, 2016 | November 8, 2016 | October 25, 2016 |
| May 24, 2016 | May 10, 2016 | November 22, 2016 | November 8, 2016 |
| June 7, 2016 | May 24, 2016 | December 6, 2016 | November 22, 2016 |
| June 21, 2016 | June 7, 2016 | December 20, 2016 | December 6, 2016 |

RATES

E-NEWSLETTERS RATES



| Size | 1X |
|------------------|--------|
| Full Banner #1 | \$600 |
| Full Banner #2 | \$550 |
| Full Banner #3 | \$500 |
| Medium Rectangle | \$1000 |

Prices are based on current circulation and are subject to change as the number of subscribers increases.

NOTE: Banners cannot be animated with Flash. Refer to page 32 for Banner Advertising Specifications and Requirements.



Toyourhealth.com

Comprehensive News and Information for Consumers

Toyourhealth.com is the only Web site targeting the 15 million chiropractic patients in the U.S. This companion site for To Your Health magazine delivers the same educational information online to this growing health and wellness consumer market. Communicating the benefits of chiropractic care and the many health products chiropractors offer is the primary focus of toyourhealth.com.

RATES



ROTATING BANNER RATES

| Size | CPM |
|--------------------|------|
| Leaderboard Banner | \$20 |
| Medium Rectangle | \$15 |
| Wide Skyscraper | \$10 |
| Banner Blend | \$30 |

CPM is cost per thousand views. Prime placements require a six month minimum commitment; prices subject to change.

Refer to page 32 for Banner Advertising Specifications and Requirements.

PRIME PLACEMENT BANNER RATES

| Size | Per Month |
|---|-----------|
| Homepage - Leaderboard | \$250 |
| Health Tools Section - Leaderboard | \$200 |
| Homepage - Medium Rectangle | \$300 |
| Health Tools Section - Medium Rectangle | \$150 |
| Articles by Topic - Medium Rectangle | \$150 |
| Homepage - Wide Skyscraper | \$200 |
| Health Tools Section - Wide Skyscraper | \$100 |

Run Of Network Banner Advertising

Combined, our websites receive more than 1 million unique visitors per year, the majority of which are consumers seeking information on chiropractic care, massage therapy, acupuncture treatments and nutrition. Our vast repository of educational and informative articles creates a contextual environment that is an ideal advertising platform.

Your advertisements can run on one, a combination of or all of our websites.



ROTATING BANNER RATES

| Size | CPM |
|--------------------|------|
| Leaderboard Banner | \$20 |
| Medium Rectangle | \$15 |
| Wide Skyscraper | \$10 |
| Banner Blend | \$30 |

NOTE: CPM is cost per thousand views. See page 32 for Banner Advertising Specifications and Requirements.

Banner Advertising Specifications

Web Banners

The following web ad specifications apply for DynamicChiropractic.com, DCPracticeInsights.com, DynamicChiropractic.ca, ChiroWeb.com, MassageToday.com, AcupunctureToday.com, NutritionalWellness.com, ToYourHealth.com



| AD SIZE | PIXELS | |
|--------------------|--------|--------|
| | Width | Height |
| Leaderboard Banner | 728 | 90 |
| Wide Skyscraper | 160 | 600 |
| Medium Rectangle | 300 | 250 |

- Acceptable files: gif, jpg, flash files;
- Files should not exceed 35K
- Please provide the URL link with submitted banner file

When submitting Flash banners, please be sure to implement clickTAG code inside the .fla file before converting it to a .swf file. Below is the link on how to implement the clickTAG in Flash. Maximum number of loops is three and animation ends on the third frame.

www.google.com/support/dfp_sb/bin/answer.py?answer=79268

*Available for DynamicChiropractic.com, ChiroWeb.com, MassageToday.com, and AcupunctureToday.com only

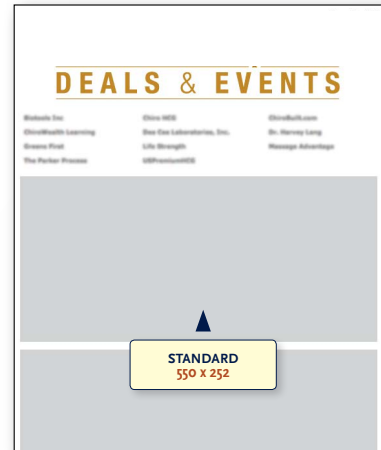
News Update E-Newsletter



| AD SIZE | PIXELS | |
|---------------------------|--------|--------|
| | Width | Height |
| Leaderboard Banner #1 | 728 | 90 |
| Medium Rectangle | 300 | 250 |
| Walk On w/ Full Banner #2 | 728 | 90 |
| Full Banner #3 | 728 | 90 |
| Featured Video | 120 | 64 |

- Acceptable files: gif, jpg, pdf
- Files should not exceed 35K
- Please provide the URL link with submitted banner file.
- Flash and animated gif are not applicable to News Update

Deals & Events E-Newsletter



| AD SIZE | PIXELS | |
|-----------|--------|--------|
| | Width | Height |
| Standard | 550 | 252 |
| Exclusive | 550 | n/a |
| Double | 550 | 504 |

- Acceptable files: gif, jpg, pdf
- Files should not exceed 35K
- Please provide the URL link with submitted banner file.
- Your banner must include 2-pixel border around it (default color is black).
- Flash and animated gif are not applicable to Deals & Events

Marketing Resources, Custom Publishing & Inserts

CUSTOM PRINT PUBLISHING

MPA Media provides custom publishing services to our advertisers by the single project, on a monthly basis or as a continuing service. We tailor our approach to fit each client's needs, from 4-color glossy magazines to newsletters or periodicals.

Our expert creative and editorial staff members treat each custom publishing project as an in-house publication. From concept to completion, we ensure that our client's publications exceed their expectations and those of their target audience.



CUSTOM PRINT PUBLISHING



INSERTS AND ANCILLARY PRODUCTS

Reach as many as 160,000 natural health care professionals with your brochure or marketing piece sample by inserting it directly into the pages of any or all of our publications.

Poly-bagged samples, publication wraps, gate folds and many other opportunities are also available. We specialize in providing unique opportunities for you to connect with our readers.



POLY BAGGED PRODUCT SAMPLE WITH TIP-ON



Marketing Resource Center

At MPA Media, we use our expertise in reader engagement, print advertising, Internet marketing and market research to help our advertisers maximize the effectiveness of their marketing campaigns.

Our online Marketing Resource Center is a repository of knowledge at your fingertips including best practices and tips for a wide range of marketing tactics. Access information on ad design and printing, maximizing your marketing ROI, and much more. Providing helpful hints is just one of the many ways we can be of service. Let's work together towards achieving your goals.

www.mpamedia.com/mrc/index.php



WALK-ONS



Video Production & Specifications

Connect with your audience through dynamic and engaging video content produced by MPA Media. Video is a cost-effective way to reach your customers through sight, sound and motion – boosting your overall messaging to a targeted audience, including chiropractors, massage therapists and acupuncture professionals.

MPA Media can help you deliver interactive video experiences to approximately 1 million unique users every month. With our state-of-the-art video production suite and green room, we can create your HD content and advertising with premium level production values.

WALK-ONS

Generate significantly high click through with a memorable and interactive walk-on ad, allowing you to catch readers' attention as soon as they enter one of our online publications.

PRE-ROLL

The amount of time healthcare practitioners are spending each day online watching videos is growing every year. Unlike television ads, pre-roll video advertisements can include an interactive feature that allows customers to click through to another site to find out more. Tap into this new and exciting technology.

Specifications

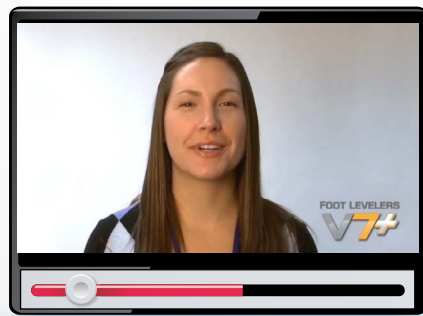
WALK-ON AD VIDEO SPECS:

- Presets: Custom
- Resolution: final size is **400 pixels** (width) x **366 pixels** (height)*
- Frames per second: **29.29 fps**, t.v. standard for best results
- Video compression: we recommend video **codec H.264** for HD, for best results
- Other compression: mpeg-4, Sorenson
- Audio output format: standard 48,000kHz, 16 bit, stereo
- Video output formats: (requires one of each) **Flash + alpha** for web (preserves background transparency) **Mpeg-4** for mobile devices
* walk in from the left side of the video frame only

WEB VIDEO (ADS OR INSTRUCTIONAL) SPECS:

- Presets: **HDTV**
- Resolution: final size is **720 pixels** (width) x **405 pixels** (height), this is a proportional reduction of the HDTV size 1920 pixels X 1080 pixels
- Frames per second: **29.29 fps** (t.v. standard) or **24 fps** (web standard)
- Video compression: we recommend video **codec H.264** for best results
- Other compression: mpeg-4, Sorenson
- Audio output format: standard 48,000kHz, 16 bit, stereo
- Video output formats: **Mpeg-4**

PRE-ROLL



Market Research, Postal & Email List Rental, & Social Media



MARKET RESEARCH

MPA Media offers market specific custom research and surveys designed to provide you with timely, valuable information across the many professions and categories we serve.

With access to chiropractors, massage therapists and acupuncturists, MPA Media tailors each survey to fit your natural healthcare market development needs.

Understanding what your customers think is not just a guessing game with MPA Media's market research capabilities. Tailored to your specific needs, our research efforts can be used to:

- Develop Marketing Strategies
- Refine Product Offerings
- Uncover Customer Insights
- Created Targeted Ad Campaigns and Sales Collateral

...and much more.



GEO-TARGETED EMAIL EXCLUSIVES

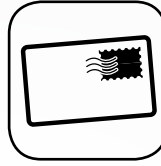
On-Demand Geo Targeted E-blasts are available to the chiropractic, acupuncture and massage therapy professions. Engage practitioners, focus on your service and/or seminar

areas with email campaigns that are highly affordable and easy to segment by profession and state.

MPA Media has over 144,000 email addresses tied to physical addresses. Now you can target practitioners in specific areas with a specific message tailored to them. Likewise, you can effectively test and target only the areas you need. Ideal for event based businesses like seminars and conferences, our database continues to grow, giving you more opportunities to engage your specific audience coast to coast.

On-Demand Geo Targeting:

www.mpamedia.com/services/geo_target.php



POSTAL MAIL LIST RENTAL

Connect your products/services with thousands of natural health care professionals in minutes with MPA Media's on demand mailing list program. With more than 200,000 natural health care practitioners to choose from, you can successfully market your products/services to a mailing list tailored to your audience. Our lists are Guaranteed 96% accurate for the U.S., and 92% accurate for Canada. Choose the zip codes and regions to suit your requirements and budget.

On-Demand Postal Mailing List Rentals:

www.mpamedia.com/services/list_rental.php

SOCIAL MEDIA FLASH DEALS



Gain immediate sales and increase your brand's followers on Facebook and Twitter at the same time. Flash Deals allow you to promote an exceptional, 1-day-only offer on a product or service via branded tweets and Facebook posts.

Each Tuesday, MPA Media Editors will post and tweet on your behalf to thousands of followers in any or all of the three professions (Chiropractic, Acupuncture, and Massage Therapy). Exclusivity will be given to one advertiser for the day. A total of (3) posts and (3) tweets will be made throughout the day to drive response to one single offer.

Requirements:

- Flash Deals must represent an exceptional offer that has not been presented in the 90 days prior, and will not be made available again for at least 90 days post.
- Offers must expire on midnight on the day promoted.
- Advertisers are responsible for supplying a URL link, a phone number, and/or a hashtag for response to the offer. (NOTE: Be sure to tailor your landing page content to the offer if supplying a URL link.)
- Space is limited; closing date for all Flash Deals will be 2 weeks prior.
- Fee is \$500 per profession regardless of frequency.

Consult with your MPA Media Advertising Representative to take advantage of this social media tool.

Print Advertising: Requirements

To ensure the highest quality print advertisements possible, please adhere to the following requirements:

We accept the following formats: Adobe InDesign 6.0 – CC 2014, QuarkXPress 4.1 – 7, Adobe Photoshop 6.0 – CC 2014, Adobe Illustrator 6.0 – CC 2014 (EPS Format). Please see below for details on how to prepare your files.

GENERAL GUIDELINES:

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards and specifications. All ads must contain a border that extends around the entire ad, except full-page tabloid ads. All ads must be sized according to the ad specifications per the advertising contract. Lines knocking out of a four-color background image, gradient or solid color must not be smaller than one point.

ARTWORK:

All artwork must be sent as a separate file, whether embedded or placed. It must be PDF, TIFF, EPS or Native File Format as listed above. Use four-color (CMYK) or grayscale (black and white). It must

be sent at 100 percent full physical print size at a resolution of 300 dpi for gloss publications and 200 dpi for newsprint. It cannot exceed 280 percent total ink density for gloss and 260 percent for newsprint.

FONTS:

All screen and printer fonts must be included. Fonts in Illustrator must be converted to outlines. Photoshop text must be rendered (not editable text). Black text must be 100 percent black or a shade of solid black, not values of CMYK (cyan, magenta, yellow and black, otherwise known as four-color). Reversed text must not be smaller than 12 points; four-color, text knocking out of a background, image, gradient or solid color, must not be smaller than 12 points. Small color type should be no smaller than 12 points. Type that is thin and a color should be no smaller than 14 points.

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

RASTER ADS:

Pixel-based artwork (raster) must not contain text smaller than 12 points, reversed or color text smaller than 14 points, or lines thinner than one point. Text and lines should be added in one of the page layout

applications listed above. Your ad must be in PDF, TIFF, EPS or native file format (listed above), and must be either four-color (CMYK) or grayscale (black and white).

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

PDF FILE REQUIREMENTS:

All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/artwork should be at least 300 dpi for gloss and 200 dpi for newsprint. Black or a percentage of black type should be 100 percent black/grayscale. Rich black type (values of CMYK to make black) is not accepted unless type is at least 14 points or larger. It is recommended that reverse type be no smaller than 12 points. Reverse type in colored boxes is not recommended. The total ink density of your advertisement should not exceed 280 percent for gloss and 260 percent for newsprint. Ink density exceeding these values will over saturate, causing your advertisement to appear darker than intended.

For more detailed specifications and requirements, please contact our advertising department at 800/324-7758, option 2, or visit MPAMedia.com.

Our Sales Team



LIVE E-MAIL LINKS

For more information, click on one of the e-mail links below or call **1-800-324-7758**.



Gabrielle Lindsley
Business Development Manager
714-230-3153
gabrielle@mpamedia.com

Gabrielle Lindsley was born and raised in Detroit, Michigan, where she began her career in media sales and sales management at the local alternative newsweekly. During her time in San Francisco she expanded her experience to include web site business development and prosumer magazine experience at Macworld. Just prior to joining MPA, Gabrielle led the Southern California sales effort for a major digital ad network. To quote, "I've got ink for blood and just can't stay away from print. Combine that with my passion for alternative health and MPA Media is the perfect spot for me." In her spare time, she enjoys throwing elaborate dinner parties, year-round community gardening, art/culture, traveling, hiking, beaching and time with family and friends.



Michelle Goyette
Advertising Account Executive
714-230-3179
mgoyette@mpamedia.com

Michelle Goyette received her BA in Advertising from Pepperdine University and her Masters in Business from Highlands University. She has been helping national brands, as well as medium and small sized businesses, increase their market share through advertising for 14 years. She has extensive print and internet marketing experience and joined MPA because of her belief, and passion for, alternative health care. Her interests include travel (she has been to 36 countries) and anything outdoors, especially remote camping trips.



Dave Coulter
Advertising Account Executive
714-230-3178
dcoulter@mpamedia.com

Dave grew up in Michigan and currently resides in Southern California. He brings over 20 years of experience in print, digital, mobile and magazine advertising with large national brands as well as small to medium size retail accounts. Dave enjoys spending time with his family and friends. His interests include sports, movies and music.

Advertising: Terms & Conditions

1. By signing your MPA Media Advertising Statement, the party agrees to pay for all advertising specified in the agreement for the term of this contract.
2. We acknowledge that we have received the "Ad Specifications and Publishing Schedule" and will adhere to the "Payment Due Date (space closing)" deadlines for all copy, changes and payments.
3. If we do not send ad copy or ad copy revisions, in writing no later than Payment Due Date (space closing) deadlines, we understand that the last designated ad copy will be re-used for the next scheduled date. If initial ad copy is not received by the payment due date (space closing) deadline of the first ad, then ad placement will be rescheduled to the end of the current contract.
4. We acknowledge that all ad mechanicals will be discarded after three months of the expired contract, unless a request for return is submitted, in writing, to MPA Media.
5. Applicable to all Lead Chaser contracts: Advertiser agrees that their contract for Lead Chaser services is a minimum of 6 months. Advertiser agrees to respect the privacy of each practitioner consistent to MPA Media's Privacy Policy. Therefore all "lead" information on all participating practitioners is the sole property of MPA Media.
6. MPA Media will provide up to 30 minutes of graphic or web design services per advertising contract at no charge to non-agency clients. All graphic design services beyond 30 minutes per contract will be billed at a discounted rate of \$65 per hour (15-minute minimum).
7. We agree that ad space must be paid in full prior on the payment due date (space closing) deadline, on the "Ad Specifications and Publishing Schedule" or according to approved payment terms located on our advertising statement. Non-payment hinders production and may cause MPA Media to reschedule or pull our advertisement from our contracted issue date. We agree that failure to pay invoices over 30 days past due is considered an act of cancellation of this contract unless other written arrangements are made with MPA Media.
8. We agree that if this contract and/or any components of this contract is cancelled for any reason prior to its completion, we will be billed for all unpaid advertisement which was published, and we will be charged a \$500 cancellation fee plus all previous contract advertising will be re-invoiced at the onetime rate. All Print and Insert advertising cancellations must be made in writing prior to the Payment Due Date (space closing/materials) deadline. All Web, Electronic, Video and Webinar cancellations must be made in writing 45 days prior to the Payment Due Date (Space closing /materials) deadline. Each webinar event can accommodate an audience of 500 max. All Print, Insert Web, Electronic, Video and Webinar cancellations not made in writing prior to the Payment Due Date (space closing /materials) deadline as outlined above will be non-refundable with full payment.
9. MPA Media reserves the right to increase ad rates in alignment with production cost increases.
10. "Paid Advertisement" may be added to any ad copy at the publisher's discretion.
11. No Modification: This Agreement constitutes the entire agreement between MPA Media and you regarding the subject matter herein and supersedes any and all negotiations, representations, or agreements, whether written or oral. This agreement may only be amended by a written agreement signed by MPA Media and you.
12. MPA Media will make every attempt to deliver our publication to the circulation base on a regularly set schedule. However, delays may occur due to unforeseeable circumstances beyond MPA Media's control pertaining to the printer, mail house, U.S. Postal Service and acts of nature. MPA Media's mailing schedule does not imply a guaranteed delivery date.
13. Remedies: I understand and agree that, in the event this contract is breached by MPA Media, my damages are limited to the amount that I agreed to pay pursuant to this contract. I agree to this limitation of liability in order to receive more favorable advertising rates than would otherwise be available.
14. Jurisdiction: The parties submit to the jurisdiction of the courts of Orange County, California or a federal court empanelled in California for the resolution of all legal disputes arising under the terms of this Agreement; including, but not limited to, enforcement of any arbitration award.
15. Attorneys' Fees: Except as otherwise provided herein. If a dispute should arise between the parties including, but not limited to arbitration, the prevailing party shall be reimbursed for all reasonable expenses incurred in resolving such dispute, including attorneys fees, but exclusive of such amount of attorneys' fees as shall be a premium for results or for risk of loss under a contingency fee arrangement.
16. Authorization & Indemnification: All copy, graphics and images are accepted for publication by MPA Media entirely upon the representation that the agency and/or advertiser is properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and will fully indemnify MPA Media, its affiliated companies and its third party vendors, including distributors, from and against any claim or demand by a third party, including without limitation reasonable attorney's fees, including claims that allege that the Submitted Information infringes any intellectual property right under the laws of the United States of a third party. We shall indemnify MPA Media

Advertising: Terms & Conditions

and hold harmless MPA Media, its affiliated companies and its third party vendors, including distributors, from and against any and all claims, losses, damages, liabilities, costs and expenses (including reasonable attorney's fees) arising out of or relating to any breach by us of any representations and/or warranties contained herein or otherwise arising out of or relating to the Submitted Information.

17. EXPIRATION OF CONTRACT: This offer shall be deemed revoked and a new contract must be originated if it
 - has not been signed by the Company Officer/Owner prior to the payment due date (space closing date) of the first contracted ad.
18. MPA Media reserves the right to reject or cancel any advertising for any reason, at any time, including, but not limited to, rejecting any advertising that makes a direct or indirect negative statement, reference or inference to any other vendor or company.
19. We agree that I/we shall not hold ourselves out as in any way as
 - sponsored by, affiliated with, or endorsed by MPA Media or its subsidiaries or affiliates. We agree not to defame or disparage MPA Media, its trademarks or service marks.
20. We agree that MPA Media reserves the right to modify these terms and conditions at any time, effective upon posting of an updated version on the mpamedica.com website. We are responsible for regularly reviewing these terms and conditions. Continued advertising after any such changes are made shall constitute our consent to such changes.